

PHILIP MORRIS U.S.A.

For review
INTER-OFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: A. Goldfarb
FROM: B. Weinstein/G.E. Cofield/A. Motola
SUBJECT: Proposed Reports for Tracking Industry Performance
Surrounding a Federal Excise Tax Increase

DATE: August 28, 1987

We have specified the types of data that we feel will be important barometers to understand the effect of Industry performance if a Federal Excise Tax should go into effect.

The major topics that will be included are listed on the attachments. All measures will include base period data for comparison purposes. Proposed report formats will be constructed at a later date.

BW/mf

cc: R. Anise C. Pignataro
N. Gurry T. Saloun
J. Isaacs R. Tomei
C. Levy J.N. Zoler
K. Miller

8-31-87

Discuss with

Troupes

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